

IN THE CLAIMS:

1 1. (Currently Amended) A method of delivering an interactive application to a
2 plurality of target platforms constituted by different broadcast networks, each broadcast network
3 operating a respectively different broadcast protocol, the method comprising:

4 providing a set of application components;

5 converting the set of application components into a plurality of streams of
6 broadcast data, each stream of broadcast data conforming with ~~a~~ the broadcast protocol of the
7 respective target platform; and

8 delivering each stream of broadcast data to its respective target platform.

1 2. (Original) A method according to claim 1 further comprising manually inputting
2 real-time application data;

3 converting the real-time application data into a plurality of streams of real-time
4 broadcast data, each stream of real-time broadcast data conforming with a respective target
5 platform; and

6 delivering each stream of real-time broadcast data to its respective target platform.

1 3. (Original) A method according to claim 1, further comprising storing the
2 application components and/or real-time application data in a data store; and retrieving the
3 application components and/or real-time application data from the data store before converting it
4 into a stream of broadcast data.

1 4. (Original) A method according to claim 1, wherein the step of converting
2 comprises translating, substituting, selecting, time managing, or adapting for different data
3 transmission mechanisms.

1 5. (Previously Presented) A method according to claim 1, further comprising
2 receiving and processing return data from one or more of the target platforms.

1 6. (Original) A method according to claim 5 wherein the application comprises a
2 game and the return data comprises game-play input.

1 7. (Previously Presented) A method according to claim 1, wherein each target
2 platform comprises an application processor.

1 8. (Original) A method according to claim 7 further comprising interrogating the
2 application processor to determine the data capabilities of the application processor; and
3 downloading data from the stream of broadcast data in accordance with the determined data
4 capabilities of the application processor.

1 9. (Currently Amended) Apparatus for delivering an interactive application to a
2 plurality of target platforms constituted by respective different broadcast networks, each
3 broadcast network operating a respectively different broadcast protocol, the apparatus
4 comprising:

5 a system for providing a set of application components;

6 a plurality of broadcast systems interfaces each converting the set of application
7 components into a respective stream of broadcast data, data conforming with the broadcast
8 protocol of the respective target platform;

9 a system for delivering each stream of broadcast data to its respective target
10 platform

1 10. (Cancelled).

1 11. (Previously Presented) A method according to claim 1, wherein the application
2 components comprise one or more of executable program files, bit maps, sound samples, real-
3 time data instructions, and video chips.

1 12. (Previously Presented) A method according to claim 4, the method comprising
2 substituting an application component with an alternative component on one of the broadcast
3 data streams.

1 13. (Previously Presented) Apparatus according to claim 9, the apparatus further
2 comprising means for substituting an application component with an alternative component on
3 one of the broadcast data streams.

1 14. (Previously Presented) A method according to claim 1, wherein each target
2 platform comprises a plurality of application processors.

1 15. (Previously Presented) A method according to claim 14, wherein the converting
2 step compensates for timing differences between the broadcast networks in handling the
3 broadcast data so as to temporally synchronise the broadcast data at each application processor.

1 16. (Previously Presented) A method according to claim 15, wherein the
2 compensation is achieved by selectively delaying broadcast of data to the target platforms.

1 17. (Previously Presented) A method according to claim 15, wherein the
2 compensation is achieved by including timing information in the broadcast data.

1 18. (Previously Presented) Apparatus according to claim 9, wherein each target
2 platform comprises an application processor.

1 19. (Previously Presented) Apparatus according to claim 9, wherein each target
2 platform comprises a plurality of application processors.

1 20. (Previously Presented) Apparatus according to claim 19, wherein the broadcast
2 systems interfaces compensate for timing differences between the broadcast networks in
3 handling the broadcast data so as to temporally synchronise the broadcast data at each
4 application processor.

1 21. (Previously Presented) Apparatus according to claim 20, wherein the broadcast
2 systems interfaces carry out the compensation step by selectively delaying the broadcast of data
3 to the target platforms.

1 22. (Previously Presented) Apparatus according to claim 20, wherein the broadcast
2 systems interfaces carry out the compensation step by including timing information in the
3 broadcast data.